



B.C. SHAKE & SHINGLE ASSOCIATION

THE SHAKER NEWSLETTER

December 03, 2007

Dear Members and Friends,

It is time for another update of activities and plans of your British Columbia Shake and Shingle Association. We are now in the third fiscal quarter (October, November, December) of our 2007-2008 year. In the second quarter of July, August, and September, we reduced activities against expected lower dues flow due to the strike and suspended logging activity, but as we have minimal overhead expenses and production volume has been higher than anticipated, we are able to now continue with the scheduled marketing and promotion program for the third and fourth quarters.

BCSSA/WRCLA JOINT MARKETING PROGRAM: For this current third quarter we are placing November, December January ads in the "This Old House" magazine, a \$60,000 joint campaign. Renovation and re modelling play a big part in our mutual target marketing. Pick up a copy of the magazine for a look at the ad. Without going into details, unfortunately our partnership with the Western Red Cedar Lumber Association has been terminated, but we look forward to continued joint offshore marketing programming with the Western Red Cedar Export Association. As we now have uncommitted funds for the last quarter of January, February, and March, we will continue our U.S. campaign with on going placements in Western Roofing, as well as the architect and builder magazines, and also explore some Log Home and Timber Home ad placements opportunities. At our Board meeting of last week, it was agreed to again offer joint cedar shake and shingle marketing with our Bureau counterparts, with a view to uniting our industry in it's promotional efforts and maximizing our marketing dollars.

TRADESHOWS: I am glad to report that our joint trade show activities with the Western Red Cedar Export Association, at Interbuild in Birmingham and Batimat in Paris were very successful.

Interbuild, October 28 to Nov 01, was well attended with estimated 50,000 attendees. We had support from two importing stocking distributors in our hall, as well as Scott Boates

from Teal Cedar who attended with Diane and me. Importer presence at the show was very much appreciated as our shingles were seen upon entrance to our exhibition hall (pictures included with this report). We took the time and effort to send over a dozen beautiful shake blocks courtesy of Teal Cedar for taper splitting at the show, which always draws a crowd. We used our joint booth display, and distributed our brochures as well as WRCEA lumber brochures and cd's, over 2,000 units of literature altogether. From discussions with the stocking importers, demand has been doubling every year for 5x shingles, to this year's estimated volume of over 120 containers, a sure sign of results from our continued marketing efforts in the U.K.

We welcome "The Deck Supply Company" who has made application to BCSSA as a U.K. importing member. Bob Cook, chairman, invites your 5x shingle export sales contact to him at bobcook@decksupply.co.uk Interbuild is now changing to an annual show, instead of bi-annual, good news for us.

Batimat November 05 to 10th, is the largest International Building show in the world with estimated over 450,000 visitors. The organizers were successful in attracting overseas visitors from Eastern Europe, the French protectorate Island nations, and many other European countries besides France. We had a great booth location Hall 1 Aisle A, number 13, which turned out to be at the left side of the hall as you entered along the wall, so the flow of traffic was steady. The level of appreciation of the beauty and uses of red cedar from interested architects, builders, importers, and the general public was most rewarding, as at times there were six to ten people waiting to talk to us! We distributed over 3000 units of B.C.S.S.A. brochures and installation instructions as well as WRCEA red cedar lumber literature. We noted that the French market is increasing its quality demands, and is calling for more and more Premium Grade shakes. Robert Huc, our French Field Man, is following up with a letter to our stocking importers describing our reference to quality assurance through third party grading agency inspections, in our continuing efforts to enhance this valued and steadily growing market. An interesting note is that in the French alpine and ski areas of the Alps, wood roofing is actually required, spurring demand to well over 200 containers this year alone.

With 5 days 9 hours each day at Interbuild attended by myself, Diane, and Scott Boates of Teal Cedar, and 6 days 10 hours each at Batimat, attended by myself, Diane, and Robert, it represented over 225 man hours. The list of qualified leads is available to our members. For the new year Robert and I discussed our joint attendance at two dedicated wood shows, Salon European du Bois in Grenoble in April 2008, and BOBAT, in Paris in November 2008, of which Robert is willing to attend on our behalf.

MIAMI-DADE COUNTY APPROVAL: I am happy to report that the B.C. Shake and Shingle Association now has Miami Dade County Product Control Approval, with our Notice of Acceptance number 07-2970 just received last week. BCSSA members Silver Creek, Steadfast, and Copper River are our listed members with the needed approval for Florida market access. Thanks very much to Greg Clark of Independent Engineering Services and Steve Harris of Quality Auditing Institute for their assistance and support in this project.

ALTERNATE SPECIES: Testing of the alternates Douglas Fir and Pacific Silver Fir (Balsam) is now underway, thanks in large part to Forestry Innovation Investment, who have agreed to supply 100% B.C. Government funding for the testing work. After an in depth study of previous work done by Forintek and others, consultation with ICC-ES as to their approval requirements, and the hiring of Quality Auditing Institute for the testing procedure, we are now down to the nitty gritty of getting the 24" x 3/4" Tapersaws cut, preservative treated, and installed on the test decks for the accelerated weathering testing. Your BCSSA has invested in the ICC-ES application process for the acceptance number, and we are very much looking forward to the market introduction of tested and approved alternatives to augment our red cedar program.

CANADIAN STANDARDS ASSOCIATION: The five year program of rewriting our CSA grading rules has now been completed, and should be published in January. You will notice wording and technical detail changes, but no changes to production and installation details that would change our day to day operations. At last month's meeting we brought forward our interest in CSA acceptance for our alternate species program, and a technical sub committee was formed. Due to the timeline suggested for development and approvals, our board directed we focus on American acceptance for the time being, and cease CSA interest for the time being.

MEMBERSHIP: I trust that my efforts on behalf of our industry continue to provide value for our membership dues of ten cents per square, and welcome your membership inquiries.

Have a great Christmas and all the best for the New Year

Randy Engh,
Manager